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FOR IMMEDIATE RELEASE

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WSWA HOSTS ACCESS LIVE SITE VISIT AT 2023 VENUE IN ORLANDO, FLORIDA

*Industry Partners and Event Exhibitors Attended a Two-day Preview of the Gaylord Orlando
Where WSWA Will Host the Industry's Premier Event in 2023*

WASHINGTON, D.C., 08/30/2022 — Wine & Spirits Wholesalers of America (WSWA) hosted a preview of the 2023 Access LIVE venue, the Gaylord Palms Resort & Convention Center in Orlando, Florida. The site visit was attended by industry partners and suppliers who will make a large impact at the show to be held from April 2–5, 2023.

Access LIVE, formerly the WSWA Annual Convention & Exposition, is the wine and spirits industry's premier event that has been reimaged over a three-year hiatus. Access LIVE brings together all three tiers of the industry to collectively connect, innovate, grow and address key industry challenges. There is no other event in the industry that rallies so much expertise and networking and many solutions and opportunities under one roof.

During the site visit, attendees representing a mix of small and large wine and/or spirits suppliers and industry service providers were able to walk through the convention space, learn more about the new concepts and returning elements of Access LIVE from WSWA staff, and meet with key vendors of the show. The advance visit provided an up-close and personal understanding of how WSWA has redeveloped its annual convention, assisting exhibitors as they create their displays and prepare for April 2023.

Additionally, attendees had the opportunity to meet with the essential hotel employees who will be integral in the success of Access LIVE, as well as sample the culinary offerings of the Gaylord Palms' many food and beverage menus.

"The site visit was a great success! Attendees expressed excitement about the many changes and elevations Access LIVE will provide," said Tom Cole, WSWA's chairman of the board. "New and returning exhibitors were able to see how the overall vision and hard work of the WSWA team is coming to life. We are excited to welcome all members of the industry to Access LIVE in Orlando in just a few months."

"I have attended WSWA's convention for years and am very excited for the return of the show in April," said Jean-Marie Heins, chief marketing officer for Broken Shed Vodka. "Attending the site visit gave me a detailed look at the innovation and updates that have been made over the past three years. WSWA's convention has always provided a best-in-class experience for exhibitors. The reimaged Access LIVE will bring new opportunities to Broken Shed and all other exhibitors and attendees."

"Attending the site visit increased my excitement for Access LIVE 2023," said Jose Coira, vice president of sales for Casa Maestri. "I'm thrilled that the convention has been reinvented in the past few years."

Based on the details received at the site visit, the new Access LIVE will be innovative, fresh and one of a kind! My team can't wait to exhibit."

"I had high expectations for the site visit because I know the staff at WSWA always does amazing work, but my visit far exceeded my expectations," said Jim Harris, vice president of sales for Inventiv Software. "The new format is going to take the connections and interactions to a much higher level. It's clear to me that Access Live is going to be the premier wine and spirit event of 2023, so sign up as soon as you can so you can be part of this amazing event!"

Save the date for Access LIVE 2023: April 2–5! Registration will open in mid-September.

If you have questions about Access LIVE sponsorship opportunities, please contact Nicole Anderson at nicole@wswa.org.

Save future Access LIVE dates:

2024 Access LIVE

January 29–February 1, 2024
The Forum by Caesars Palace
Las Vegas, NV

2025 Access LIVE

February 3–6, 2025
Gaylord Rockies
Denver, CO

2026 Access LIVE

February 2–5, 2026
The Forum by Caesars Palace
Las Vegas, NV

2027 Access LIVE

February 1–4, 2027
Gaylord Texan
Dallas, TX

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80% of all wine and spirits sold at wholesale in the United States.

To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

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